



Scenic Virginia

4 East Main Street, Suite 2A
Richmond

"Scenic Virginia is the only statewide conservation organization dedicated solely to the preservation, protection and enhancement of the beauty of the Commonwealth, with a particular focus on the preservation of significant views and vistas."

Green Statement: "Scenic Virginia, in addition to encouraging Virginians to enjoy Virginia's beauty for beauty's sake, urges citizens to harness our extraordinary scenic assets for tourism and economic development. Pollution in all its forms mars an otherwise-beautiful vista, rendering it much less desirable.

Scenic Virginia's work includes educating the public about the many benefits of "going green" and collectively reducing our impact on Virginia's environment."

CORE ACTIVITIES for Green Supporting Organizations

- ☒ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members, and staff and encourage them to join or do business with Virginia Green participants. This supporting organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Establish a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out an email or a mailer to its membership about Virginia Green.
 - Make an official Virginia Green Endorsement of some kind through its Board or other Committee to support Virginia Green.
 - Set a goal for the recruitment of its member facilities to join Virginia Green.
 - Include a Virginia Green feature in its newsletter or other publication.
 - Display its Virginia Green certificate prominently in its facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in its facility.
 - Highlight its involvement in Virginia Green on its website and have a link to its Virginia Green facility profile.
- ☒ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of disposables at meetings and conferences. This partner pledges that they:
 - Have their conferences at a Virginia Green facility, and let the facility know that they want a "green event!"
 - Make double-sided photocopies and avoid making extra photocopies
 - Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)

- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable (in your area!)
- Use reusable coffee filters
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc., in bulk
- Use water pitchers to minimize the use of single-use bottles

This association leases its office or retail space and has met with the landlord to advise that environmental issues are important to the organization. The association has informed the landlord about Virginia Green and the potential costs and environmental benefits.

- ☒ **Recycling.** Virginia Green Travel Association must have highly-visible locations/containers that provide the opportunity for guests to recycle aluminum cans, plastic and glass bottles, or other disposable products purchased at the facility. Recycling of cardboard, plastic, paper, and composting of waste foods is highly encouraged as well. This facility pledges that they:
- Offer the opportunity for guests to recycle: glass bottles, plastic bottles, aluminum cans
 - Also recycle: newspaper, office paper, toner cartridges, cardboard, batteries, electronic equipment

- ☒ **Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:
- Track overall waste bills

Restrooms

- Use bulk soap dispensers instead of individual soaps
- Purchase recycled content paper towels and toilet paper

Office

- Remove facility and staff names from junk mail lists
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

- ☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:
- Track overall water usage and wastewater

Activities indoors

- Perform preventative maintenance to stop drips and leaks

- ☒ **Energy Conservation.** The facility must have a plan in place that encourages energy conservation and efficiency. This facility pledges that they:
- Track overall energy bills

Heating and Cooling

- Have installed ceiling fans
- Perform preventative maintenance on heating & air conditioning (HVAC) system
- Keep office doors and windows closed if HVAC system is on

Lighting

- Use natural lighting
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed compact fluorescent light bulbs in all rooms and in canned lighting

Appliances and electronic devices

- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used

For more information on Scenic Virginia, see www.scenicvirginia.org or contact Leighton Powell, Executive Director at lpowell@scenicvirginia.org or (804) 643-VIEW (8439).

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Supporting Organizations** pledged to minimize their impacts on the environment. This organization has met the established "core activities" for **Green Supporting Organizations** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

